

What to do: You are trying to find out someone's experience of using/interacting with your product or service. One person is the interviewer asking the questions and one person is the interviewee answering the questions. Use the table below to record all the key information you need to find out about a person's journey from start to finish.



Phase of Journey	Discovery	Filter	Ordering	Delivery
Actions What are they trying to do? What do they do?	A group of friends want to order pizza to an Airbnb they are staying at for the weekend.	They scroll through the options looking at the star rating first.	They find a place that they like and meets their needs so they look through the menu and add food to their cart.	They need to change the delivery address as the details of the person ordering are saved with her home address.
Touch points What/Where/Who do they interact with?	They go onto the Just Eat App. Type in the post code of the house. Click on Pizza to see the options available.	They use the filters to only see highly rated options that can deliver.	The cart info tells them that if they spend another £5 they can get free delivery.	They change the delivery address and leave a note for the driver to go to the side door not the front. They pay and watch the progress bar.
Thoughts & Feelings What do they think? How do they feel?	They don't know the area so they aren't sure what the best place will be to get pizza from. They want the pizza to arrive in time to watch a film that is starting at 9pm.	"I wouldn't order from anywhere that didn't have at least 4 stars" They don't want to collect the food, they want it delivered.	They work out that if they buy a tub of ice cream that costs £5.50 it would only cost them £3.50 as they are saving the £2 delivery fee.	"It was easy to change the address" They really like that they can track the order so that they are ready to listen out for the door.